



January 5, 2017

Here [we are as Dell EMC](#), the largest privately controlled IT Company in the world. Already recognized as the leader in data storage pre-merger and together we're going from strong to stronger. Now we are recognized as number one across all combined mid-range markets in which we play. If you're a customer or partner of either DELL EMC this bodes well for you, as we now offer an even greater portfolio of world-class Solutions from a single vendor with world class support.

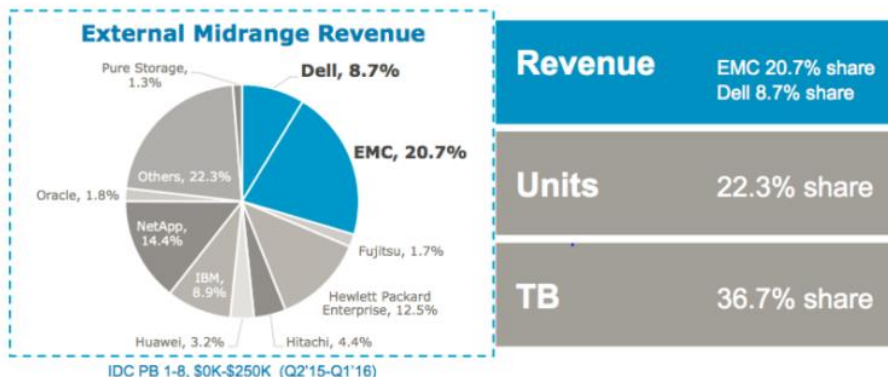
Since we started this journey nearly a year ago, we've had a number of questions from customers about our plans to support the storage portfolios that are coming together. Let me confirm that we are 100% committed to supporting the current Dell Storage SC ([Compellent](#)) and PS ([Equallogic](#)) as well as EMC [Unity](#) going forward. Why? Let's start with a look at what these product lines have brought to the combined business and then fast forward to see what the future holds.

The Dell EMC midrange businesses represent:

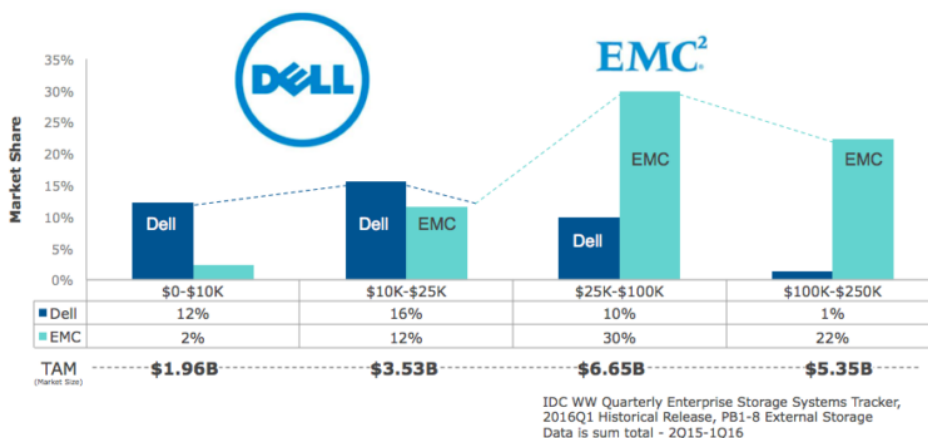
- Market share of 29.4%, nearly double that of our nearest competitor.
- Leadership across all price bands.
- \$5 billion in combined revenues within a total addressable market of more than \$17 billion.
- More than 100,000 existing, passionate storage customers, with the heritage of both EMC technologies well positioned in large enterprises and of Dell's incredible strength in the entry-level and mid-markets.

Entry & Midrange Market Leadership

We will be 2X bigger than our nearest competitor

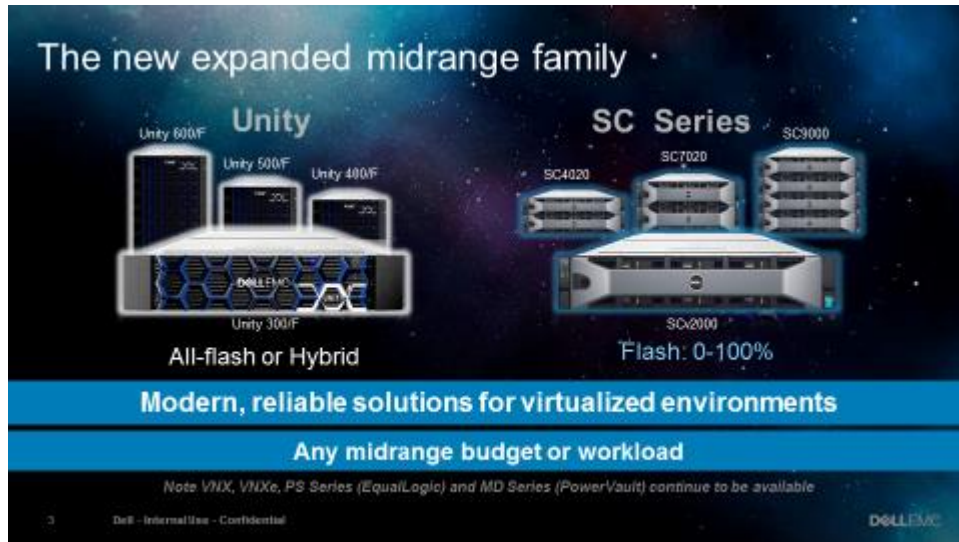


Leadership Across Entry & Midrange Price Bands



The Combined Dell EMC Midrange Portfolio – Go Forward from Today

Dell EMC's midrange portfolio now has a scale and breadth that is without comparison in our industry. Our combined offerings are the strongest they've ever been as, this year, we have launched new products such as Unity Flash storage systems, made powerful enhancements to the SC Series OS, and continue to deliver on PS (Equallogic). This all adds up to a combined portfolio for our customers and partners that is unmatched elsewhere in the industry.



Portfolio Approach = A Win-Win for Customers

While single “point solutions” may be temporarily viable for one-trick, startups and niche players, neither Dell, nor EMC has ever believed ‘one-size fits all’ is the best approach because it limits choice and flexibility. It’s not about us; it’s about our customers, so we focus on offering a continuum of solutions. This means we’re able to tailor our offerings for specific customer needs, by combining unique capabilities from across our broad portfolio. As Dell EMC, we can bring customers an even deeper portfolio approach to midrange storage. Together, we can ensure choice of the right product for an even wider spread of our customer’s needs at the optimal price and performance, now covering almost any use case.

As a combined business, Dell EMC is the midrange segment leader in market share and offers two strong and distinct product families that meet customer needs from entry-level into upper midrange storage. For the sake of simplicity, let’s refer to them as Dell SC Series and EMC Unity. There are clear distinctions in both the use cases and scale that each product family addresses.

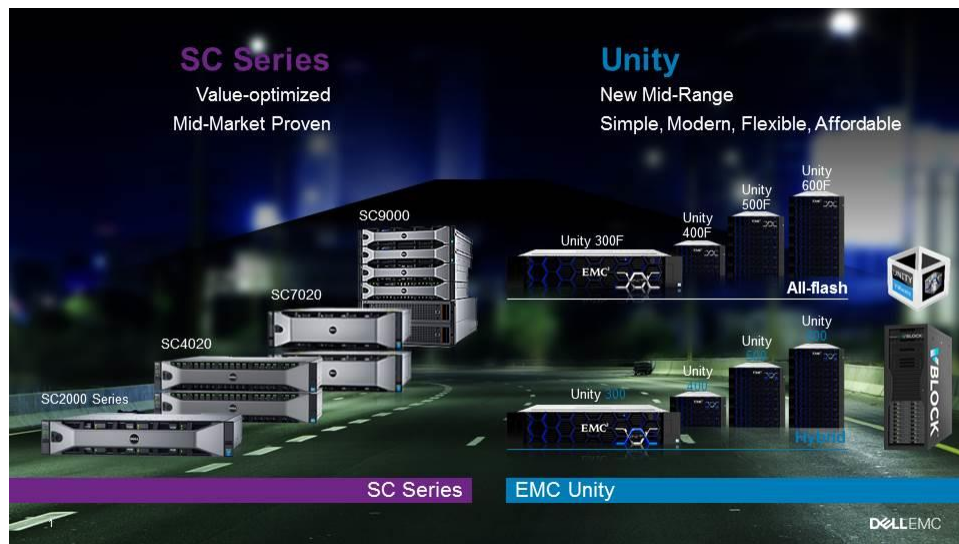
SC Series: Value-Optimized Mid-Market Proven Storage Systems

The Dell SC Series is a value-oriented family with a proven track record in many small and medium businesses. Focused on value and ease-of-use, the automated data placement and data efficiency features provide performance at a low price. The range of configurations includes all-flash, hybrid and disk-only configurations. Ideally suited to smaller deployments across a variety of workloads, the SC Series products are easy to use and value optimized. We will continue to optimize the SC Series for value and server-attach.

Unity Family: The Ultimate in Simple, Flexible, Unified Storage

The EMC Unity family is able to address most general-purpose midrange customer requirements for block, file, and unified workloads with configurations for all flash, converged, hybrid and virtual deployments. The Unity architecture will continue to be optimized for simplicity, flexibility and affordability.

With such incredible assets and customers, the Dell EMC strategy is to retain both product families and continue investing in them according to their strengths. That benefits us, because it benefits our customers. It's a strategy we believe supports customer choice and leaves no gaps in our solution portfolio.



While we are leading with Unity and SC Series for our midrange customers going forward, we will continue to support our N-1 platforms from both Dell and EMC. Customers can continue with their current products and then choose to evolve over time as Dell EMC invests more in seamless management and mobility across our product set.



For migration, management and mobility, we've got our customers covered. We already have EMC ViPR Controller – which is a common storage management platform across multi-vendor storage arrays. In addition, we have world-class data protection across Dell and EMC storage with EMC Data Domain, EMC Avamar, and EMC NetWorker. EMC RecoverPoint and EMC VPLEX can also be used today for replication between Unity and SC Series to facilitate easy coexistence and data mobility.

Expanded Portfolio of Solutions

Keeping with the theme of delivering customer choice, in addition to DELL EMC's industry leading mid-range storage platforms, Dell EMC will continue to offer a comprehensive portfolio of Storage Solutions, from entry level to purpose built as well as transformative software defined solutions.

PowerVault MD

Recognizing that not all customers or use cases require enterprise class storage features, Dell EMC offers the entry level PowerVault MD series. The MD platform delivers affordable, reliable, and versatile basic storage that leverages the same HDD's as our industry leading PowerEdge Servers. As of Today, Dell EMC expects to continue this platform into the foreseeable future.

Dell Storage PS series (Equallogic)

DELL EMC has a strong history of protecting our customers' investments as a central theme of the Future Ready Data Center. For several years, Dell has been integrating the Best of Equallogic into our CS platform, introducing new entry level CS solutions such as the SCv2000. To support our extensive (PS) Equallogic customer base, Dell EMC has created several forms of investment protection. First, DELL EMC has a sales roadmap for the PS series through CY 2017 for simple expansion of existing implementations. Additionally we have committed to supporting customers that invest in the PS platform well into the 2020's. Further we have created a common Dell Storage management platform with our MidRange CS series, as well as Data Replication and Migration functionality.

Software Defined

As Software Defined Storage becomes a pervasive approach to IT transformation, DELL EMC is leading the way with Diverse, Flexible, and Open platforms. From the industry benchmark VxRail system shipping over 3800 nodes in our first quarter, to Hyperconverged platforms based on Vmware VSAN Ready Nodes and DELL EMC ScaleIO; DELL EMC provides a broad and highly flexible portfolio of industry leading software defined storage platforms to meet our customers' most demanding requirements.

Purpose Built

XtremIO Purpose-built, all-flash storage array delivers always-on, flash-optimized data services

Bottom line

Dell EMC is better together, and we're making sure that this is true most of all for our customers, who will be able to stick with what is most familiar and comfortable for them. Both Unity and SC Series product families will continue well into the future with support and R&D that will further develop their capabilities to handle the most diverse set of midrange use cases and workloads. The level of quality, product functionality and support that our customers have come to trust and appreciate will be a minimum baseline for Dell EMC today, and it will be the foundation from which we will exceed customer expectations in the future.

For additional information on the Dell Future Ready portfolio, see

<https://esgvr.dell.com/>

www.dell.com